

September 2020 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 26.9% statewide in September 2020 from September 2019 (two-year change, -29.8%).
 - US **occupancy** decreased 28.2% in September 2020 from September 2019 (two-year change, -29.0%).
 - South Atlantic states **occupancy** decreased 26.3% in September 2020 from September 2019 (two-year change, -28.2%).
- September 2020 **room rates (ADR)** in North Carolina were down 16.1% (two-year change, -16.8%).
 - **Room rates** in the US decreased 24.9% from September 2019 (two-year change, -24.4%).
 - **Room rates** in the South Atlantic states decreased 16.6% from September 2019 (two-year change, -16.0%)
- Statewide, **RevPAR** was down 38.6% from September of 2019 (two-year change, -41.6%).
 - US **RevPAR** decreased 46.1% from September 2019 (two-year change, -46.3%).
 - South Atlantic **RevPAR** decreased 38.5% from September 2019 (two-year change, -39.7%).
- **Room Supply** increased by 2.6% in the state from September 2019 to September 2020 (two-year change +3.1%).
 - US **room supply** decreased 2.5% in September 2020 (two-year change, -0.7%).
 - South Atlantic **room supply** was down 2.1% from September 2019 to September 2020 (two-year change, -0.5%).
- **Room Demand** decreased 24.9% in the state from September 2019 to September 2020 (two-year change -27.6%).
 - **Room demand** in the US decreased 30.0% in September 2020 from September 2019 (two-year change, -29.4%).
 - **Room demand** in the South Atlantic decreased 27.9% in September 2020 from September 2019 (two-year change, -28.6%).
- North Carolina **room revenues** decreased 37.0% in September 2020 (two-year change -39.8%).
 - **Room revenues** in the US decreased 47.4% from September 2019 to September 2020 (two-year change, -46.7%).
 - **Room revenues** in the South Atlantic decreased 39.8% from September 2019 to September 2020 (two-year change, -40.0%).

Regional, September 2020

- **Occupancy**
 - Western Region -16.3% (-17.0%)
 - Northwest Region -12.6% (-17.6%)
 - Southwest Region -37.4% (-41.1%)
 - Piedmont Triad Region -28.2% (-32.9%)
 - North Central Region -42.0% (-42.9%)
 - Sandhills Region -4.0% (-17.5%)
 - Northeast Region -5.8% (-12.0%)
 - Southeast Region -13.7% (-7.9%)
- **ADR**
 - Western Region -9.2% (-19.7%)
 - Northwest Region -6.9% (-6.9%)
 - Southwest Region -28.6% (-28.8%)
 - Piedmont Triad Region -20.7% (-19.5%)
 - North Central Region -29.4% (-27.3%)
 - Sandhills Region -4.6% (-3.7%)
 - Northeast Region +6.4% (+4.7%)
 - Southeast Region -6.0% (-4.0%)
- **RevPAR**
 - Western Region -24.0% (-33.4%)
 - Northwest Region -18.7% (-23.4%)
 - Southwest Region -55.3% (-58.1%)
 - Piedmont Triad Region -43.0% (-46.0%)
 - North Central Region -59.0% (-58.5%)
 - Sandhills Region -8.5% (-20.6%)
 - Northeast Region +0.2% (-7.8%)
 - Southeast Region -18.9% (-11.6%)
- **Room Supply**
 - Western Region +3.8% (+2.9%)
 - Northwest Region +0.7% (+1.9%)
 - Southwest Region +5.5% (+7.7%)
 - Piedmont Triad Region +1.0% (+3.0%)
 - North Central Region -0.4% (0.0%)
 - Sandhills Region +0.4% (+2.2%)
 - Northeast Region +0.7% (+2.1%)
 - Southeast Region +6.9% (+0.6%)
- **Room Demand**
 - Western Region -13.1% (-14.6%)
 - Northwest Region -12.0% (-16.1%)
 - Southwest Region -34.0% (-36.6%)
 - Piedmont Triad Region -27.5% (-30.9%)
 - North Central Region -42.2% (-43.0%)
 - Sandhills Region -3.6% (-15.7%)
 - Northeast Region -5.1% (-10.1%)
 - Southeast Region -7.7% (-7.3%)
- **Room Revenues**
 - Western Region -21.1% (-31.4%)
 - Northwest Region -18.1% (-21.9%)
 - Southwest Region -52.9% (-54.9%)
 - Piedmont Triad Region -42.5% (-44.4%)
 - North Central Region -59.2% (-58.5%)
 - Sandhills Region -8.1% (-18.9%)
 - Northeast Region +0.9% (-5.9%)
 - Southeast Region -13.3% (-11.1%)

Year-To-Date (through September 2020) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 32.6% statewide YTD (through September) 2020 (two-year change, -30.4%).
 - The US **occupancy** is down 33.6% in 2020 from 2019 (two-year change, -33.7%).
 - The South Atlantic states **occupancy** is down 32.9% in 2020 from 2019 (two-year change, -33.1%).
- YTD **room rates (ADR)** in North Carolina are down 14.7% (two-year change, -12.6%).
 - The US **ADR** is down 19.5% in 2020 from 2019 (two-year change, -18.7%).
 - The South Atlantic states **ADR** is down 14.1% in 2020 from 2019 (two-year change, -12.7%).
- Statewide, **RevPAR** is down 42.5% year-to-date (two-year change -39.2%).
 - Nationally, **RevPAR** is also down 46.6% in 2020 from 2019 (two-year change, -46.1%).
 - The South Atlantic states **RevPAR** is down 42.3% in 2020 from 2019 (two-year change, -41.6%).
- **Room Supply** is up 0.4% in the state year-to-date (two-year change, +0.9%).
 - Nationally, **room supply** is also down 4.0% in 2020 from 2019 (two-year change, -2.2%).
 - The South Atlantic states **room supply** is down 4.2% in 2020 from 2019 (two-year change, -2.5%).
- **Room Demand** is down 32.3% in the state year-to-date (two-year change, -29.8%).
 - Nationally, **room demand** is also down 36.3% in 2020 from 2019 (two-year change, -35.2%).
 - The South Atlantic states **room demand** is down 35.7% in 2020 from 2019 (two-year change, -34.7%).
- North Carolina **room revenues** are down 42.3% year-to-date (two-year change, -38.6%).
 - Nationally, **room revenues** are also down 48.7% in 2020 from 2019 (two-year change, -47.3%).
 - The South Atlantic states **room revenues** are down 44.7% in 2020 from 2019 (two-year change, -43.0%).

Regional, Year-to-Date through September 2020

- **Occupancy**
 - Western Region -32.1% (-30.9%)
 - Piedmont Triad Region -34.1% (-32.1%)
 - Northeast Region -22.1% (-20.6%)
 - Northwest Region -28.1% (-28.9%)
 - North Central Region -37.0% (-33.9%)
 - Southeast Region -29.4% (-17.4%)
 - Southwest Region -36.9% (-37.8%)
 - Sandhills Region -21.6% (-18.3%)
- **ADR**
 - Western Region -12.9% (-13.7%)
 - Piedmont Triad Region -18.2% (-16.6%)
 - Northeast Region -2.6% (+0.5%)
 - Northwest Region -9.1% (-6.4%)
 - North Central Region -18.2% (-16.0%)
 - Southeast Region -8.5% (-0.7%)
 - Southwest Region -20.0% (-18.5%)
 - Sandhills Region -9.3% (-4.6%)
- **RevPAR**
 - Western Region -40.8% (-40.4%)
 - Piedmont Triad Region -46.1% (-43.4%)
 - Northeast Region -24.1% (-20.2%)
 - Northwest Region -34.6% (-33.4%)
 - North Central Region -48.5% (-44.5%)
 - Southeast Region -35.4% (-18.0%)
 - Southwest Region -49.5% (-49.3%)
 - Sandhills Region -28.9% (-22.1%)
- **Room Supply**
 - Western Region -1.5% (-1.7%)
 - Piedmont Triad Region +1.3% (+2.6%)
 - Northeast Region 0.0% (+0.3%)
 - Northwest Region -1.5% (-0.6%)
 - North Central Region -2.5% (-1.3%)
 - Southeast Region +7.3% (-1.6%)
 - Southwest Region +1.2% (+4.1%)
 - Sandhills Region 0.0% (+1.9%)
- **Room Demand**
 - Western Region -33.1% (-32.1%)
 - Piedmont Triad Region -33.3% (-30.3%)
 - Northeast Region -22.1% (-20.4%)
 - Northwest Region -29.2% (-29.3%)
 - North Central Region -38.5% (-34.8%)
 - Southeast Region -24.2% (-18.7%)
 - Southwest Region -36.1% (-35.2%)
 - Sandhills Region -21.5% (-16.8%)
- **Room Revenues**
 - Western Region -41.7% (-41.4%)
 - Piedmont Triad Region -45.4% (-41.9%)
 - Northeast Region -24.1% (-20.0%)
 - Northwest Region -35.6% (-33.8%)
 - North Central Region -49.7% (-45.2%)
 - Southeast Region -30.6% (-19.3%)
 - Southwest Region -48.9% (-47.2%)
 - Sandhills Region -28.8% (-20.6%)

North Carolina Prosperity Zones

Western Region -	Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania
Northwest Region -	Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey
Southwest -	Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union
Piedmont-Triad (Central) -	Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin
North Central -	Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren
Sandhills (South Central) -	Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland
Northeast -	Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wilson
Southeast -	Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne